Position Title: Vice President for Marketing and Communications

JOB PURPOSE:
The Vice President for Marketing and Communications leads the Marketing and Communication team at Princeton Theological Seminary. The Vice President for Marketing and Communications is a strategic thought partner for the executive team in regards to external relations/communications. This position implements the strategic plan for the campus and forges ties with the community, while enhancing while protecting our brand in the educational marketplace. The Vice President for Marketing and Communications creates forward-thinking, proactive strategies for Seminary planning and communication as co-constitutive activities.

The Vice President for Marketing and Communications works closely with the President, guiding and strategically leveraging the Seminary's world-renowned reputation for excellence, expertise, humanity, impact in theological education and scholarship. The Vice President for Marketing and Communications leads the seminary's efforts to communicate and market the Seminary's academic programming and non-curricular activities through contemporary social media, web platforms and variety communications delivery methods.

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<th>ESSENTIAL FUNCTIONS:</th>
<th>% of time</th>
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<tr>
<td><strong>Communication Strategy Architect</strong></td>
<td>50% of time for section</td>
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<td>Serve as chief communications strategist to advance Princeton Theological Seminary's standing in the world.</td>
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<td>Provide communications counsel to the President and Seminary leadership, as well as develop and maintain relationships across departments, and strategic initiatives to ensure all collective efforts are realized and maximized. Routinely research, analyze, and provide counsel on communications initiatives and practices at peer institutions.</td>
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<td>Create and implement an ongoing reputational analysis program and establish the means for measuring the overall success of communications initiatives.</td>
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<td>Maintain awareness of best-in-class communications strategies; implement best practices aligned with the Seminary's strategic goals and initiatives. Coordinate and elevate the use and application of digital and social media communications. Monitor emerging communications technologies and assess their importance to the Seminary's interest. In a timely fashion, bring relevant trends to the attention of other members of senior management, recommending strategies to adopt or adapt to them; embrace aggressively the use of new media.</td>
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<td>Proactively lead and coordinate the Seminary’s domestic and global media relations efforts; strategically manage our reputation on a global scale to maximize impact, ensuring public perceptions are accurate, consistent, and positive.</td>
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<td><strong>Leadership and Supervision</strong></td>
<td>20% of time for section</td>
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<td>Lead and manage the staff of the Seminary Communications to best serve the needs of Princeton Seminary's senior leadership. Coordinate and develop relationships across the Seminary offices, functions, and personnel to create consistent messaging and brand standards</td>
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Public Relations and Critical Communications

Serve as the Seminary’s principal spokesperson.

Promote widespread recognition of the Seminary’s contributions to the community, country, and world. Develop proactive initiatives that are designed to advance and elevate the Seminary’s standing, prestige, and reputation.

Lead and coordinate the Seminary’s strategic communication response to emerging issues and crises, drawing upon the expertise of the campus community to help inform decision-making when appropriate.

Build fruitful and lasting relationships with key strategic audiences, as well as local, regional, national, and international media outlets.

Total 100% time

OTHER FUNCTIONS: Serves as requested on committees, task forces and community groups; partners with standing committees, and organizations in the region to share best practices and build partnerships.

QUALIFICATIONS

CREDENTIALS REQUIRED:
The Vice President will have 10+ years of progressively increasing experience planning and executing communications strategies. The ideal candidate must have a track record of representing complex organizations and translating business results for key audiences. The successful candidate will be a high-energy, strategic thinker with exceptional interpersonal, verbal, and written communication skills, the ability to foster collaborative decision-making, and strong relationship building skills. This is a position that will operate at the highest levels of the University, and therefore requires the requisite business and communications skills to be credible with university leadership. Executive presence to effectively partner with university leadership is critical. Desired qualifications of the Vice President include:

- Bachelor's degree in related field or equivalent work experience required,
- Strategic and creative thinker with a proven track record of delivering high-impact internal communications, including development of messages, integrated communication channel strategies, strategic communications plans, innovative digital content, audience segmentation, and measurement approaches and metrics.
- Effective leadership with excellent judgment and people management skills.
- Exceptional leadership and collaboration skills and an ability to build relationships and influence at all levels.
- Superior writing and editing skills; ability to communicate clearly and effectively across a variety of formats, tones, and audience.
- Proficiency in the use of MS Office products, especially Word, OneDrive, and PowerPoint, and ability to develop graphics and visuals to enhance the effectiveness of communication.

PREFERRED QUALIFICATIONS AND SKILLS:

- Master's Degree
- Experience in Higher Education setting

Qualities and Competencies:

1. A commitment to the mission of Princeton Theological Seminary and a demonstrated passion for service, education and growth; A creative thinker who can design and implement a comprehensive communications strategy that addresses a range of constituencies; Excellent verbal and written communications skills, including effective presentation and negotiation skills.
2. A management style that is collaborative and goal oriented, but flexible; that respects the capabilities and independence of staff and provides them with a clear sense of direction. A team builder who inspires collaboration; demonstrated success in collaborative work with internal
colleagues as well as external ones; An energetic leader who sets a high bar for quality and inspires team members to innovate and deliver great results.

3. Commitment to results and an outstanding problem-solver, collegial, trustworthy, and possessing the highest level of personal and professional integrity; A curious life-long learner who seeks outside perspectives and infuses their work with novel approaches.

4. A strong collaborator and influencer who builds effective relationships; An agile advisor who demonstrates sound judgment and executive presence.

**PHYSICAL / ENVIRONMENTAL DEMANDS:**

Must be physically able to operate a variety of machines and equipment including computer, office equipment, telephone, etc. Physical demands are essentially those of sedentary work. Tasks may require extended periods of time at a keyboard or workstation.

This description reflects essential functions of the position, it does not restrict tasks that may be assigned or changed at any time.

Prepared by: Tom Chester  
Date: